TO: ALL SELLING PERSONNEL

This is the first in a series of "Newsletters" that we intend to issue as often as possible. Each edition will contain material on a variety of subjects, which we hope you will find interesting, informative, and, we hope, stimulating.

Whatever comment or criticism you wish to make regarding the content of any issue will be most welcome. Furthermore, we will appreciate receiving any suggestions or ideas that you feel would prove beneficial to our other men in the field. Everything submitted will be given careful consideration and used to best advantage -- so, please let us hear from you as often as possible.

We were very sorry to learn that Francis W. Twohey has been hospitalized. Francis, our District Manager in upstate New York, suffered a mild stroke, but he's responding very well to therapy and expects to be out of the hospital in several weeks. We know that Francis would enjoy hearing from you during his convalescence - you can write to him at Mercy Hospital, Abbott Road, New York.

Hurry back, Francis.

"Vic" Nielsen has been raising a "cloud of dust" out Nebraska way. He recently had a $3,000 week and is still going strong. Congratulations, Vic!

Bob Fredrickson, dropped into the office the other day - and, as usual, he was full of ideas. He mentioned the wonderful success he's had with the Jetliner Set with Newspapers throughout his district. He has sold the newspapers' circulation departments on the idea of giving the circulation boys a Christmas gift of our Jetliner Set in the Starlite Presentation Case. So far, the following newspapers have made substantial purchases:

The Des Moines Tribune & Register
The Bloomington Pantagraph
The Davenport Times
The Rock Island Argus
The Kankakee Journal
The Milwaukee Journal ("practically in the bag" says Bob)
Bob mentions that you should not overlook this beautiful flat, which makes a wonderful prize, incentive and Christmas gift, to the newspapers in your area.

Bob also mentions the success he's had with our 212 Memo Case, and the 235 Memo Case (with desk pen attached) with the various hotels in his area. Most hotels, as you probably know, have registration cards which are 6" x 4" in size — the exact size of our 212 Memo Case or the 235 Memo Case w/pen. He recommends that you show this item to them, as well as to the banks in your area — for this is a very popular size and should prove to be an excellent seller with this type of account.

Thanks a million, Bob — most of our people will recognize both of these ideas as "money earners".

#90 "PACEMAKER" Pencil

By now, you should have received samples of the new #90 Pencil along with catalog sheets. We think that a lot of your customers who might be "fed up" with using inferior ball pens, could easily be "converted" to this quality, low cost pencil. SHOW it and SELL it...the PACEMAKER will clinch many a sale for you — that might otherwise be lost.

1961 "MEMORAMA"

Very shortly, you'll be receiving our attractive new catalog sheet for the revised, lower cost, 1961 MEMORAMA. You can start selling the new MEMORAMA right from the catalog sheet — it's that smart! We will be able to ship the new MEMORAMA shortly after Labor Day, so don't delay in taking orders for this handsome gift item. The MEMORAMA is the greatest potential REPEAT item we have! If you need more sheets — let us know!

We're looking forward to the NATIONAL STATIONERY AND OFFICE EQUIPMENT ASSOCIATION SHOW which will be held here in Chicago, September 24-28. The N.S.O.E.A. expects approximately 15,000 dealers and salesmen to attend.

The fact that refill items for Autopoint Pencils, Pens and Desk Accessories are available at local stationers adds value to your line. Of course, the prices you can quote on these refill items are greatly advantageous to your customers. Don't forget to stress to your customers, the fact that refills for Autopoint merchandise are available "most everywhere".

TC BALL A REAL "TOUGH CUSTOMER"

Along with this Newsletter, we're sending you a sheet that dramatically "spotlights" the durability of our Tungsten Carbide ball. There are a number of excellent sales points contained in this piece, and you should be able to use them quite successfully in closing orders for Autopoint pens with TC cartridges available for most models in the line.

We sincerely regret the new Trademark and Ferrule book is taking so long in production, but we know you'll be pleased with it on completion.

(cont'd)
Our 20% FREE GOODS deal on JETLINER PENS, PENCILS and SETS is producing some wonderful business! Be sure you don't miss out on any of the added volume this deal can bring - NOW, during the height of the selling season.

Remember, the offer expires OCTOBER 15th - so don't delay.

CORY GIFT APPLIANCE ADS

Millions and millions of Americans will see Full Page, eye-stopping CORY ads in...

House Beautiful  Town & Country  House & Garden
Better Homes & Gardens Christmas Ideas

And that's not all! Millions more will see CORY Gift Appliance Ads everywhere this fall and just before Christmas in...

Newsweek  Esquire  Sunset  Fortune
U. S. News & World Report  The New Yorker
Wall Street Journal  and other magazines too

These CORY Ads are designed to move merchandise -- why not get your share of the sales they'll generate during the pre-Christmas buying season? Let your customers know that you are offering the CORY Gift line at tremendous savings -- you'll enjoy the extra profits when you do!

Speaking of Cory Gift Appliances - Lew Pollock waltzed into the office the other day and gleefully announced that he had written over $800.00 in orders for the DPSC Golden Galaxy Trio -- IN LESS THAN TWO DAYS!

Lew, is just bubbling over this item, says it's the "sharpest" thing yet, for the home, and "practically walks out of his car to sell itself". He's so enthused about the DPSC that he expects to earn about $3000.00 on this item ALONE!

Take a tip from Lew Pollock - this beautiful Cory Gift is "hot" - offer it to your customers and see what a "warm" reception you'll get.

YEP, THE PEN IS MIGHTIER!

The Associated Press recently wired a story around the country concerning a hold-up that didn't quite come off. Seems a bandit walked up to a teller's window in a branch of the Bank of Montreal, produced a pistol, and demanded large bills. However, the fearless (perhaps "foolhardy" is a better term) young lady behind the counter was not about to part with any of the firm's assets. Instead, she responded by sticking her ballpoint pen into the muzzle of his gun. Her action was somewhat disconcerting to the gunman, who ran "like the devil". (We don't recommend citing this as a utility feature when selling ball pens to your local financial institutions.)

(cont'd)
IMPORTANT!

We're pleased to see that the #90 PACEMAKER pencil is off to a fast start. The orders are wonderful - and, prove our contention that many customers with "limited" budgets still want a quality piece of merchandise.

We want to point out, however, that the #90 PACEMAKER is NOT meant to replace the ever popular #6 Autopoint pencil, and, should NOT be sold as a replacement. Sell the #90 PACEMAKER only to those customers demanding something "cheaper" and to those who are tired of ball-point pens. The #90 is designed to fill a "low price need" - not as a replacement.

TO KEEP YOUR CUSTOMERS FROM SEEING RED ...

SELL 'EM AUTOPOINT AND KEEP 'EM TICKLED PINK.

That's all for now.

AUTOPOINT

Enc:
Tests prove superiority of diamond ground TC ball in Autopoint pens

To dramatically demonstrate the hardness and durability of our "TC" Ball — we performed the above test at our factory. After being hammered and driven through a ¾ inch block of pine wood, note that the "TC" ball in the refill is perfectly undamaged. It continues to write smoothly and evenly — despite the tremendous pounding it has taken! Why? Because tungsten carbide is a metalloid — one of the strongest known to science. Besides being extremely strong and wear resistant, it is also semi-porous and heat resistant — giving it its fabulous surface traction. One of the primary uses of this material is for metal cutting tools. It's so tough —

Diamond wheels are required to grind and smooth the Autopoint tungsten carbide ball!

We conducted these tests to graphically portray the advantages of this fabulous material — available in the Autopoint Ball Pen with the Tungsten Carbide ball. The "TC" Ball will write smoother, longer, and more evenly — over all surfaces — greasy, glossy, glazed, or what have you. There's no doubt about it — the "TC" ball is a better writing instrument. In these days of unheard of low prices on "junk" pens — it pays you to sell "QUALITY".
Coming Soon... CORY Full Page Ads!

Have a very merry Cory Christmas

Your good taste and thoughtfulness are recalled daily... day after day after day after day after day after day after day.

Precious Gift for Precious People
Cory's Fabulous Crown Jewel Automatic Percolator perks 4 to 8 cups of superb coffee and keeps it hot. A regal tribute for the favorite hostess on your list. Fashionably designed in stainless steel with elegant 24K gold plated base. $60.00... and worth every penny.

CORY Gift Appliance FULL PAGE ADS

P-L-U-S

More and more and MORE CORY Gift Appliance Ads In

HOUSE BEAUTIFUL
TOWN & COUNTRY
HOUSE & GARDEN
BETTER HOMES & GARDENS... CHRISTMAS IDEAS ANNUAL

(October... November... December)

NEWSWEEK
FORTUNE
ESQUIRE
WALL STREET JOURNAL
U.S. NEWS & WORLD REPORT

Printed in U.S.A.